

## ABSTRACT OF THE DISCLOSURE

A rotatable magic picture ball comprises a ball assembly comprising an upper section including four upper units and a lower section including four lower units wherein each unit occupies one eighth of a sphere and is rotatable, and  
5 each lower unit comprises a bottom cavity; a base assembly comprising four sectors each occupying about a quarter of a cylinder and a central recessed portion including two vertical sleeves and two horizontal sleeves, each sleeve having two channels for rotatably coupling the sectors together; eight half-circular stickers and two circular stickers adhered to inner surfaces of the  
10 units so that the units can turn each other; and an interior magnet on each upper unit so that two adjacent upper units can be magnetically secured together. A variety of shapes and colorful patterns for advertisement can be formed by the stickers having predetermined patterns and/or the ball assembly having a predetermined pattern.